



## 60 Strategies for getting more seller leads

### Craig's List FSBO's

This is the electronic version of driving around looking for yard signs

Call first and then continue to follow up either with mail or in person. Drop in on a weekend day just to see how things are going and offer help. The ideal outcome is for you to convince them of a realistic price, offer to sell it so they can move on. Emphasize how much stress could be relieved if you sold it, not to mention the fact that you carry E&O insurance to safeguard against any contract errors.

### Craig's List For Rent by Owner

These are folks who may be tired of being a landlord. Follow up monthly for long term results. Self-managers are those who are landlords by necessity not by choice. They may not sell now, but foster a relationship so they list with you when it comes time.

Offer your market expertise in setting the right rents-theirs may be too low. Offer the Texas Residential Lease form, it covers a lot of ground and will no doubt be more comprehensive than the one he/she is using. Send them something every month or two and stop by equally as often to make sure you stay top of mind.

### Sphere of Influence

Categorize and rate each one of your contacts based on how likely they are to refer business to you. HVAC repairmen, HOA members, plumbers, preachers, human resource people are good examples of "A" players who can refer you business.

Use Facebook lists to target those you want to build a relationship with. "Like" 10 things per day, comment on 5 things per day, and send a PM to 3 whom you really want to build a connection with.

Do something with your database once a day and try and add 5 new names to it each day. It's best to do a layered approach with some pop-by's, notecards, and calls to stay top of mind. It's CRITICAL to come right out and ask them for referrals. Believe it or not, people may not realize that you want them to refer business to you. Ask: "I want to be your #1 resource when you think of referring someone buying or selling a home. Is there any reason you wouldn't be able to do that?" If they say no, great. But if they say yes, then get to the bottom of why. They could know multiple Realtors and feel uncomfortable only referring one. The point is, you MUST ask and make your point clear.

### Expired listings

Also look back several years to see if they are still interested. Create a script that works for YOU and use it over and over



Do NOT waste money on mailing. Call or ideally, visit in person on a weekend day. Be sure to bring your one page resume and some information to leave behind. Follow up and work this list of expireds relentlessly each day. They will do business with those they know, like, and trust and this takes time.

### Door knocking around just solds

Once one home sells, it's typical for others to pop on the market too. Get a leg up and offer to sell the homes around the one that just sold.

Print out a good CMA to leave with the neighbors plus your business card and one page resume.

### Call past buyers and sellers

If you are a new Realtor, try using past clients of the office if the other Realtor has moved on. Ideally you want to be able to get a referral from all of your past clients, but believe it or not, many clients don't realize that this would be valuable to you, you simply need to ask.

### Look up current/past sellers in tax records

Current clients may have other property they own that they want to sell. Sometimes they only mention the subject property.

### Look for small Builders

These typically have small office structures and would want an expert to help them sell their homes. Without a sale, they can't build any more. Look for builders who build and sell about 5-10 annually.

### Landlord Evictions

Contact the owner of the property, not the tenant. Landlords may be at a point where they are sick of managing this process and taking lousy tenants. Landlords are sometimes landlords out of necessity not intent. Call enough of them and you will get one to sell.

### REO/Bank Foreclosures

Contact banks and asset management companies. The process is different with certain lenders but stay committed to this and it will pay off.

### Foreclosure Auctions

You are looking to network with the people who are there month after month, not a specific client. Everyone there is an investor who will either buy and hold, or buy and flip. This is a gold mine of contacts. Get to know who usually shows up and start building relationships.

### Door knock hot neighborhoods

Look for an area with over 150 homes with an 8% turnover rate or better. Be sure to bring something to leave behind like a good CMA, your business card, and your one page resume

### Old Expireds

Once an expired is over 90 days old, most agents give up. Go back one and two years and use specific criteria to uncover the good ones. Visit in person and leave material with them. Saturday and Sunday



work best because they are more relaxed. Mailings typically do not work because that is what everyone does and sellers become de-sensitized to it. If the original owner is still there, you can convince them that they can get even more for their home than when they tried to sell it previously.

#### Contact old short sale and REO buyers

If someone bought this kind of home a year or more in the past, chances are they have a lot of equity and could be ready to cash in.

#### Agent referrals from expireds

Other agents may be willing to refer their past client because they don't want to deal with them anymore. This can be handy when you don't have current contact information.

#### Pre-Foreclosures

You can either purchase the data or use a title company to tell you who is behind in their payments and about to go to foreclosure. This is a good opportunity to help someone out of a messy situation by selling their home.

#### Old FSBO Day

You will need to print your FSBO leads each day so you have a stack of them to call after 45-90 days. On Craig's List, as an example, listings fall off after the 45-day mark. Add to this contacts from driving around and all of a sudden you have 10-15 people to call. These are in essence, an expired listing-except they are FSBO expired listings. Start calling and see if they still want to sell.

#### For Rent by Owner Day

Similar to Old FSBO Day, choose the second week of the month to call all old FRBO, whether you've spoken to them already or not. Why the second week? Because if rent is due by the first, and late several days after-then by the second week an owner may have reached their limit and want to sell. This is a day solely dedicated to following up and making personal contact with this group.

#### Old Withdrawn and cancelled listings

Not many agents call on this group. Filter these in the MLS in your targeted area and start reaching out. After 4-6 months of the property being withdrawn, a seller may be ready to try it again.

#### Expireds that were listed with a discount broker or flat fee broker

These sellers got what they paid for-nothing! Reach out and offer your professional approach. These would follow the same system as any expired listing but remember here it's all about demonstrating full service and a lot of value.

#### Property Tax Delinquencies

Property tax notices come once a year. When those tax bills aren't paid, those tax liens get auctioned off. A list of these properties can be found at the courthouse. Check local laws as you may have to wait a period of time before you can actually take possession of the home. Target the owners of these homes to help them out of a tough situation.



### Tax Deed Redemptions

A title company can provide a list of owners who just acquired a home through a tax deed redemption. The new owners will either be someone who invested in buying tax deeds for the return and got lucky and ended up with the home, or someone who does this professionally, someone who intends to end up with the home. Contact an attorney about the process and laws where you live to be safe.

### List Low Priced Properties

Many agents don't want to list properties less than a certain price point. You may want to charge a flat fee to sell the home vs. a percentage of commission given the price. The key here is volume.

### Network Online with Agents

The intention here is to get referral leads from other agents outside your geographical area. Join Facebook networking groups and actively participate. Offer free information and really build relationships. Agents will likely refer to you because they know, like, and trust you—even if it's only virtually. A series of posts, likes, and private messages will get you business fast.

### 3 Times a Day with Expireds

As opposed to simply calling or mailing, I am suggesting visiting in person 3 times a day until you get someone to speak to you. Try the morning, then around noon and then again at night. I have had the best luck on a Saturday or Sunday as their mood is lighter. I guarantee that no one is trying a face to face meeting. Everyone calls or mails, and after a couple tries, they give up. An in-person meeting is always best.

### Drive around looking for FSBO's

Strategically choose a target neighborhood and drive around relentlessly looking for FSBO's. Higher priced neighborhoods are prime targets for this because they want to save money on their commission. The good news is, when you get that listing, YOU get that commission.

### Look for vacant homes

An unmowed lawn is a sure sign of a vacant home. There are many reasons the home is vacant but you will never know until you reach out. Do a little digging for the owner's contact information and see if they want to sell.

### Zillow FSBO's

Yet another channel, like Craig's List, to find FSBO's. Some don't list on multiple channels so check this one out too. The public, right or wrong, puts so much stock in Zillow so it's no wonder that this can be a gold mine for leads.

### Zillow Make Me Move

There is a section on Zillow where you can kind of list your home but not officially. An owner is really saying, I'll move—but at the right price, so make me an offer and I'll consider it. These are people who are at least thinking about selling but are going at it in an unconventional way. Reach out and determine how serious they are and try to turn them into a legitimate client.



### Probate Leads

The executor of the estate is the decision-maker here. There may be more than one so be careful. Dig around to find out who this is and see if you can list their home.

### Geoleads

Contacting owners who live in a certain radius of Just Listed/Just Sold homes. Contact each homeowner and say, "Hi my name is \_\_\_ with XYZ Realty. My company just sold the home right down the street from you and I was wondering if you might be interested in selling your home"

### Open Houses

This is such low hanging fruit, especially for newer agents with a small database. Develop a system but the key is to at least offer to send them other listings like the one you are holding open. Ask that question enough times and you will get business for sure.

### Door knock neighborhoods

Be sure to bring a good CMA or something of value to leave behind so you stay top of mind.

### Network at Local Events

This is all about relationship building. Stay top of mind with these contacts and you will get referral business. Just be careful to NOT attend so many that you aren't actually running your business.

### Facebook and Linked In buy/sell groups and market place

Facebook works best here as it's more social than LinkedIn but both work well. Join groups and pages and start building relationships. Be hyper-aware of when someone might be selling their home. Facebook marketplace is great for finding people who are getting rid of lots of household items. This is usually a good sign that they are moving.

### Facebook/Google Home Evaluation Ads

Facebook has become very strategic and surgical in how your ads get placed. You can buy ads that target almost every demographic there is. This can be VERY effective for a low cost and Facebook will help you create the ad if you wish. The key is to create something compelling to click on so people don't simply scroll past it. Offering a free home evaluation is effective as well as free staging. If you are bold enough and can afford it, you may also look into offering a slight discount in commission.

### Prospecting Building Permits

The courthouse holds all building permits that are applied for. You aren't looking for the owners of the homes, you are looking for the small builders to build relationships with. This, along with most of the suggestions here, are truly grass roots and therefore tactics with very little competition. If you get in with one builder who builds 10-15 homes a year, that could transform your business.

### Municipality Lis Pendens Filings

These filings are problem filings usually as a result of a local ordinance being broken. Once this goes on without resolution, fines start to be levied. The worst case is for the property to be condemned.



Regardless of the cause or effect, these properties can be gold mines for finding motivated sellers. The courthouse is the source of these leads.

### Property Management Company Referrals

Many companies simply manage property but not sell. Build a relationship to become their #1 referral partner for all listings.

### HOA – Home Owners Associations

While the HOA can't give you the names of those who are behind in their HOA dues, they CAN give your name to the people who are. Build a relationship with these folks and offer to lessen their headaches by providing assistance where you can. They can turn out to be a good referral partner.

### HOA Liens

A title company can pull a list of the people who are delinquent in paying their HOA dues. Similar to pre-foreclosure sellers, you will want to be delicate in approaching them. Offer assistance and a path forward to solving their problems.

### Unique Selling Proposition

Offering a unique selling proposition can get you leads fast. Something like, "I'll sell your home in 90 days or I will buy it" is a good example of this. Anything that eliminates a prime objection is something worth advertising.

### Cold Calling

This is a numbers game strategy. Call enough people and eventually someone will want to sell their home. I also call this "closing day" where you sit in a room all day and "dial for dollars" until someone wants to sell. At first you will get a lot of no's but it's worth it when you finally get that yes.

### Lot/Home Packages

Selling a lot is one thing, but some builders will look at a lot, and put together a home plan to go with the lot. Sell the lot and pre-sell the home for a better package. Your relationship with your builder is key. He/she will need to want to work with you to provide several drawings for the several lots you are selling.

### Problem Properties

This is a plug for being hyper-aware of any home that looks like something just isn't right. If a home looks unkempt, run down, abandoned, neglected, or is being built but suddenly stopped-write down that address and start digging. If something looks fishy, it usually is. No one else is going the extra mile to find the answers and even fewer are purposely time-blocking their day to put forth the effort.

### Facebook Networking

This CAN include other agents but also look at people outside this network. Facebook allows you to create separate lists with a subset of friends that you can communicate specific things to that you



wouldn't want to say to others. Don't be afraid to share a lot and stay top of mind. Post a couple times a day but also offer value. Have something specific and deliberate to say and always differentiate.

### Divorce Attorneys

Build a relationship with a few of these people and you have a steady stream of leads. During a divorce, there is often property involved and you want to be the person they refer business to.

### Bankruptcy Attorneys

Similar to divorce attorneys, this will likely involve a piece of property. You want to be their referral partner for selling.

### Relocation Companies

While much of this business has been given to large companies, you can still have some luck with smaller companies who want a trusted Realtor to handle all of their relocations. It's all about building the relationship.

### We Buy Houses

These are typically wholesalers who need to unload property fast. They could be great resources for your investor clients.

### Cash offer leads

These are leads that you basically pay for and there are plenty of web sites offering this. Be careful to spend your money wisely.

### Short Sales

This is a guaranteed sale with little emotion tied to it because the seller knows he/she is walking away with no cash.

### Land Tract Sales

This is raw land without housing already on it, and some of our more rural areas still have opportunity here. It provides a good source of leads because there isn't much competition. You will just need to develop a system including how zoning works, what is the highest and best use for the land, and what is the right price.

### Newspapers

If someone advertises a home for sale in the newspaper, chances are that person is not tech savvy. The chances are even better that when the ad ran out, he/she didn't renew it. You can offer to sell it quicker because of the power of your distribution channels. The library has several months of back newspapers you can comb through.



### Newspaper Articles

Keep an eye out for articles that involve valuing or selling property. Also look for an influx of new residents due to a company opening up. The business section of the newspaper and local business publications are prime sources for these kinds of leads.

### Local Government Meetings

Attending your local town council meeting is an absolute gold mine for seller leads. Firstly, the politicians get to know who you are and it demonstrates you want to be involved in the community. Secondly, when things are re-zoned or a company wants to develop residential and commercial products, you will be there to meet them and offer your services.

### Ask your buyer leads

Buyers can often times be sellers too. They may also know someone who is looking to either buy or sell. Work these contacts for maximum opportunity.

### Yard Signs

This may seem like a given, but make sure you work for a broker who allows you to put your own name and phone number on your yard signs. People still call these numbers to ask for an agent willing to sell their home.

### Garage Sales

Go to a couple garage sales each weekend and ask "so, are you planning to move or just de-cluttering?" That simple question can lead to a listing. Often the first step in moving is getting rid of a lot of clutter.